

IN THE SPECIFICATION:

Please amend paragraph [0012] of the substitute specification as follows:

[0012] While the ~~principle~~ principal advantages and features of the invention have been described above, a greater understanding and appreciation of the invention may be obtained by referring to the drawings and detailed description of the preferred embodiment, presented by way of example only, in which;

[Please amend paragraph [0013] of the substitute specification as follows:]

C1 [0013] Figure 1 shows the display means of an acoustically activated marketing device according to one aspect of the present invention; [[and]]

[Please amend paragraph [0014] of the substitute specification as follows:]

[0014] Figure 2 shows the electronic layout of an acoustically activated marketing device according to one aspect of the present invention; and [[.]]

[Please add the following new paragraph after paragraph [0014]:]

C2 [0014.1] Figure 3 is a flow chart which illustrates the method according to the invention.

Please amend paragraph [0015] of the substitute specification as follows:

C3 [0015] In Figure 1 an acoustically activated marketing device (10) is shown comprising a low-cost display (12). The display (12) may be a liquid crystal display. The device (10) operates such that upon reception of predefined data, the display (12) displays predefined information. (See Figure 3.) The acoustically transmitted data received in step 31 are compared with predefined data in step 32, and when the received data matches the predefined data, predefined information is displayed in step 33. This information may be an advertisement such as a cocktail glass (14) or a message indicating that a prize has been won.